

# Securing Business Buy-In

Presented by:  
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## Your efforts to help clean the air have not gone unnoticed.

Children are the heirs of our planet, and a few community leaders are taking steps to protect the inheritance. The 2003 Champion-Level Sponsors of The Clean Air Campaign—BP, The Coca-Cola Company, Georgia Department of Transportation, Georgia Environmental Facilities Authority, Georgia Environmental Protection Division, King & Spalding and UPS—have contributed enormous resources to help make our air cleaner. Become a sponsor. Call 1-877-CLEANAIR or visit [cleanaircampaign.com](http://cleanaircampaign.com) today, so we can have a better metro Atlanta tomorrow.



*The Coca-Cola Company*



**GEFA**



**KING & SPALDING**



# The Clean Air Campaign: Who We Are

- Formed in 1996 by government, business, education, environment and health arenas
  - Spearheaded by GA EPD
- Regional provider of air quality information and TDM services
- Today: 501(c)3 not-for-profit



# How We Work: Public Awareness

- Advertising & PR
- Public Outreach
- Children's Education





# How We Work: Programs & Services

- Employer Services



- Call Center  
1-877-CLEANAIR

- TMA Support & Collaboration



- Financial Incentives



# Keys to Our Success: Business at the Table Early

- Early work with business leaders
  - Early Involvement (1996+)
  - Conformity lapse (1998-2001)
  - MATI Report (1998)
- Relationships nurtured
  - Chamber partnerships
  - Board development



# Keys to Our Success: Accountability

- Research & Measurement
  - Measures and helps refine programs
  - Listening to needs of business community
- Regional Coordination & Support
  - State Air Quality Partners
  - Diverse, involved board



# Keys to Our Success:

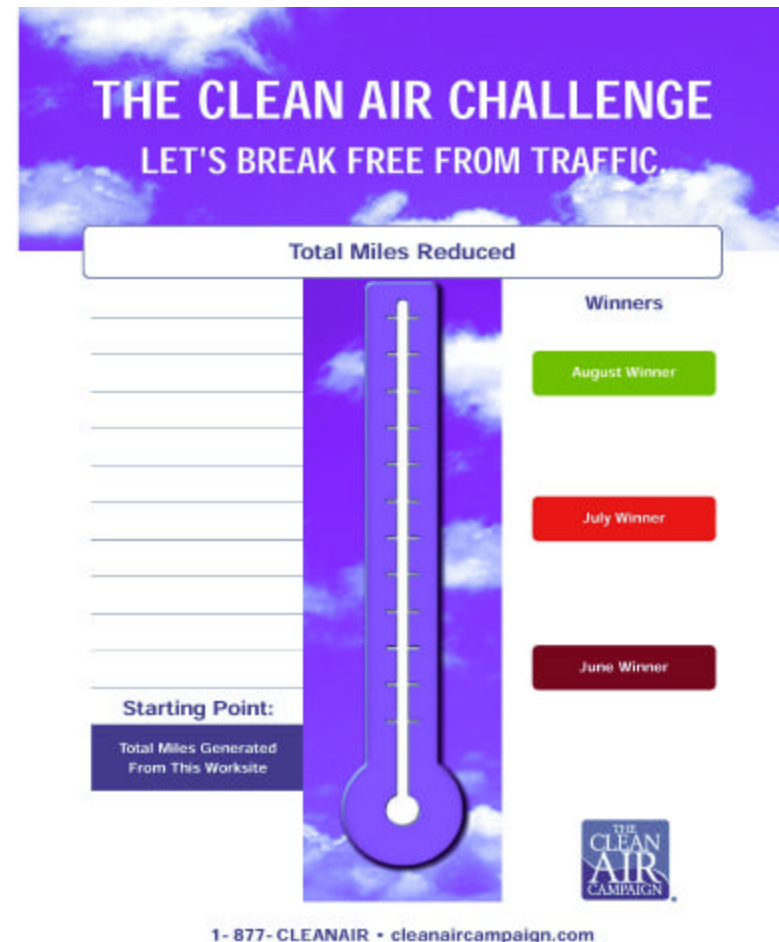
## Not-for-profit status

- “We Are Not the Government”
  - Independent status opens doors with employers, citizens, community at large
- Increased Sponsorship Potential
  - Sponsors are used to seeing support for nonprofit as supporting a cause
- Focused on Bottom-Line Results



# Keys to Our Success: Innovative Programs

- Cash for Commuters
  - Rewards SOV drivers that change behavior
- Clean Air Challenge
  - Employer Competition that Rewards Employees
- Telework Leadership Initiative



# Our Accomplishments

- High awareness
  - Air quality and Traffic top regional concerns
  - High awareness of The Clean Air Campaign and Cash for Commuters
- Partnership growth
  - 400+ Clean Air Campaign Partners; 780 region-wide
  - 25% increase in Platinum-level in 2003





# Our Accomplishments

- Recognition efforts pay off
  - PACE Awards
  - Media exposure
- Board engagement
- Sponsorship
  - Diverse support for match
  - In-kind media support



# Our Accomplishments

- Real Results
  - Cash for Commuters: 71% continue alt-mode behavior
  - Lower SOV rates at Partner work sites
  - Extraordinary response to Telework Leadership Initiative



# Looking Ahead

- New, revamped regional incentives
  - Cash for Commuters continues
  - Additional Incentive Programs?
- Expanded education
  - Curriculum
  - Trip reduction programs
- Increased accountability
  - Participant tracking software





# Q & A

